

Arbor Heights PTSA - Board Meeting Minutes
Arbor Heights Elementary Library
September 11, 2012

In Attendance: Fran Annis, John Christensen, Ken Cobley, Christy Collins, Stacie Hart, Shellie Jacobsma, Amanda Nokes, Lisa Olson, Meri Patton, Rosslyn Shea, Lucy Weber.

CALL TO ORDER - John

The meeting was called to order at 7:00 p.m. John reported he has signed up for access to the new school messenger system. He will add all PTA events into the system so that notifications can go out. John e-mailed the calendar in PDF form to all.

TREASURER BUDGET REPORT - Shellie

Shellie reported that as of 7/31/12 the checking account balance was \$20,155. This represents the surplus that we keep in the account year to year. Some of this money has been spent on the auction and is not yet reflected in the budget. The auction software was renewed at a cost of \$150 and the \$2,000 deposit for the hall has been paid. In addition, the \$200 for the staff welcome lunch has not yet been posted. Since no money was spent on kindergarten orientation, the \$150 that was budgeted for it will be moved to teacher and staff appreciation to offset the money spent on lunch. Shellie will be working with Katherine to prepare the new budget for this year and to ensure accuracy prior to filing our taxes. Shellie requested we all review the budget prior to the PTA general meeting on September 13th. She will e-mail it to all.

FUNDRAISING - Amanda

Events - Amanda requested clarification on which events she's responsible for recruiting volunteers. The events that Amanda will coordinate include Barnes and Noble night, Entertainment Books, Chinook Books, Bingo Night and the family photo event. She is seeking people to take the lead on the carnival, bake sales, box tops, eScrip and Thriftway receipts.

Volunteers - Amanda reported she plans to form a fundraising committee and asked the board to consider ways to recruit volunteers. She will talk to Ann Bury regarding the eScrip program so that we can inform parents how to sign up for it online. Amanda will bring job descriptions and volunteer sign up sheets to the PTA general meeting on September 13th.

Entertainment and Chinook Books - Amanda reported that sales of Entertainment Books and Chinook Books will run concurrently, with information going home to students on Monday, September 17th. Reminder letters will go out September 24th. No sample books will be sent home. The deadline to order both books will be October 9th. Books will go home with students on October 12th.

Fundraising Goals - Lisa suggested Amanda set goals for each fundraising event to be published on the website. Amanda and John will discuss these goals and provide that information to Lisa. Lucy will provide Lisa information on the auction fundraising goal. She also offered to help with recruiting volunteers for other events.

Direct Drive - Lisa raised the topic of making an appeal for a direct drive so that parents have the option of making one donation for the year in lieu of participating in several fundraisers throughout the year. It was discussed that we also need to be reminding parents to take advantage of matching donations from their employers. John reported that currently our overall goal for all fundraisers is \$50,000. This is the amount that we spend in a year. We have our reserve of \$20,000 on top of that. If we raise more than \$50,000 we can certainly add items to the budget. Lucy will add information about employer matching gifts onto her posters and flyers for the auction. It was suggested that she include a list of companies that are known to provide matching funds.

Hawkathon - The staff has requested that the Hawkathon become a school event instead of a PTA event and would like the proceeds to fund the 4th and 5th grade camp. If this happens we will need to replace those projected revenues in the PTA budget. The PTA currently provides \$2,000 to fund the camps. The camps cost \$11,000. After some discussion Christy offered to go back to the staff and ask for more information about why they would like to see this change.

Curriculum Night – September 27th, 6:00 p.m. Christy suggested we might make our appeal for the direct drive at curriculum night, outlining the programs that are funded by the PTA, what they cost and what our fundraising goals are. Parents would then have an opportunity to make a donation that night. We arrived at a suggested donation of \$145 per family by dividing \$50,000 by the number of students, 346. Stacie and Lisa will work on a direct drive appeal letter for curriculum night. This information will also be posted on the website.

Plant Sale - There will be no plant sale this year due to the fact that the event raised only \$166 last year. Shellie will remove the plant sale from the budget and move the \$3,000 projected revenue to the direct drive.

Spaghetti Dinner - There will be no spaghetti dinner this year. Shellie will remove it from the budget and move the projected revenue to the family photo event.

Bingo Night - Scheduled for February 22, 2013.

Yoga Fundraiser – Amanda reported a new fundraiser with Center Studio, owned by Arbor Heights parent Lonjina Verdugo. Sign up for yoga classes in September and October, mention you are with Arbor Heights Elementary and 10% of your purchase will be donated to Arbor Heights.

Collecting Funds Electronically - Lisa raised the idea of using PayPal to collect PTA monies and donations and providing a link on the website. This idea has been rejected in the past due to the fees that PayPal charges. Stacie asked if we had also decided not to use mobile credit card swiping software such as Square for that same reason. Shellie offered to research the cost of this type of payment system and report back.

Balloons - Amanda and Christy reported that several boxes of blue balloons are in the office and are available for use at events. Christy has a helium tank for our use.

EMERGENCY PREPAREDNESS - Meri

Status Report - Meri spoke to Fran and information is being submitted online to get the funding going. The grant steering committee will meet September 17th from 6:30 to 8:00 p.m. John will request building access for the meeting from 6:00 to 8:30 p.m. and the community event on October 20th from 9:00 a.m. to 3:00 p.m.

Packets for Students - Meri reported that emergency preparedness packets are available from the city. She would like to send one home with each student. She'll make the request for the kits and notify John when they are available for pick-up. Christy offered to pick them up.

PTA Meeting Presentation - October 18th, 6:00 p.m. The meeting will begin with general PTA business. It was suggested that Terry from Cool Moms then do a 20-minute presentation followed by a 45-minute presentation from Joanne Jordan. John will communicate with Terry from Cool Moms. Meri will communicate with Joanne. Christy will reach out to Joanne as well to welcome her.

Community Event – October 20th. Amanda is seeking volunteers to assist with this event. The cafeteria will house several informational tables featuring organizations like the Seattle Fire Department, Seattle Police, Cool Moms, the YMCA, public utilities, block watch, the Red Cross, SNAP and the Seattle Animal Shelter. The gym will be used for classes and seminars. There are plans for a food truck, a lobby lounge area and perhaps a coffee cart. Lucy will assist Amanda with the schedule for the presentations. Amanda suggested a giveaway such as a whistle. Meri suggested she could get whistles from Seattle Police.

Advertising – The event will be advertised with posters, post cards and flyers at libraries and schools as far as the Junction, and also through West Seattle blog. Lisa suggested contacting the Fauntleroy Community Association and Morgan Junction Association.

Follow Up – We are required to put out a survey following the event so we will need attendees to register as they arrive. Christy suggested sending out the survey via Survey monkey via the School Messenger system. Stacie offered to implement the survey.

Additional Outreach - There is the potential to be recognized for providing outstanding community outreach following the event on October 20th. Joanne has the ability to translate the emergency preparedness information into whatever languages we request. She suggested we do a follow-up event for non-English speakers. Christy will provide Meri with a list of languages for translation purposes. Our primary language needs are Spanish, Somali and Vietnamese.

AFTER SCHOOL PROGRAMS

John reported that Christy has asked the PTA to sponsor the after school art program. There is also a Spanish program and basketball program to consider. Our sponsorship would allow them to be covered under our insurance and avoid paying building use fees. A distinction was made between individuals offering classes versus large companies like the Mad Science program that should have their own business insurance. This led to a larger discussion on the need for someone to coordinate our after school offerings. Lisa will put a request in the newsletter for an after school programs coordinator; someone to gather information about what programs are being offered, seek out additional programs and communicate this

information to parents. John would be their liaison. John will research how many programs we can sponsor without affecting our insurance rates. He will also be the one to schedule building access for these programs.

COMMUNICATIONS - Lisa

Student Directory – Lisa reported the student directory form went out in student folders with a due date of September 14th. Students who do not submit a form will be listed by name, grade and teacher.

New School Website – Lisa reported she is working with Christy on the new school website using the district template. There are some default links that we can rename. Ideas are welcome. She hopes to be able to have people preview the site before it goes live. John asked what the plans are for the wiki site. Lisa reported that most of the information from the wiki has a place on the new site and that perhaps we will provide a link back to the wiki for archival purposes. John asked how the PTA will be represented on the site. Lisa reported there will be a link for the PTA and that we need to consider who needs permission to access and update the site. Permissions can be limited to certain pages for individual users. Initial permissions will go to Christy, Tracy, Lisa, John and perhaps Angie and David if they are interested. Stacie requested permission for posting meeting minutes.

School Messenger – The School Messenger system has the ability to send notices out to our community via e-mail or phone or both. We can also send specialized messages to certain groups of people and send messages in different languages. The Yahoo group will continue for now.

The Source – Families have the ability to link the Source with the new website and request notifications about specific events. It was suggested there be a presentation to parents about this new functionality once the new site is up and running.

Logos - The PTA logo should be included along with the Arbor Heights logo on paper handouts.

Communicator – Will come out every two weeks. Continue to send your blurbs to Lisa.

Bulletin Board – All board members are requested to send Lisa an individual or family photo to be displayed on the PTA bulletin board to make PTA board members easier to identify. Please email her your photo and children's names and grades by September 18th. Amy is currently maintaining the bulletin board.

HOT DOG COOKOUT- Ken

Food and Supplies - Ken confirmed the budget is \$750. He has spent \$650 so far. Food and supplies include 400 hot dogs, 100 veggie dogs, buns, ketchup, mustard, hot sauce, 500 individual bags of chips, 500 cookies, 500 napkins, foil wraps, 500 beverages including an assortment of soda, water and juice, and 500 candies. Tablecloths and rubber gloves are available in the PTA cabinet. The school will provide garbage bags and garbage cans. The food set up will include a large barbecue, two tables from the cafeteria and a tent.

Volunteers - Ann has arranged for four volunteers who will arrive at 4:00 p.m. Set up will be completed by 5:30 p.m. Food will be served from 6:00 to 6:45 p.m. People will move inside for the meeting at 6:45 p.m.

Membership - Amy will set up a membership table. The cost of membership has been raised to \$12 per person. Updated flyers will be available on Thursday.

Childcare - Childcare is needed for the PTA general meeting on September 13th. Rosslyn will contact the YMCA and also talk to Ann Bury about additional assistance from middle schoolers who have gone through the Super Sitters program.

NEW BUSINESS

PTA Drop Box - There is now a PTA drop box in the office near Tracy's desk. It is to be used for parents and teachers to drop off PTA payments.

BEX Community Meeting - The next BEX community meeting is Monday, September 24th from 6:30 to 8:00 p.m. at Madison Middle School. The construction of a new school for Arbor Heights has been pushed back to a completion date of 2019. We still face significant building issues including a boiler that does not work. Parents and community members are encouraged to continue to speak out on behalf of Arbor Heights at the BEX planning meetings.

Stipends - A stipend of \$125 was approved for Vicky Golden, a half-time instructor for math and reading. It was noted that Kate Barker, the new art specialist, has secured some donations of supplies but we may be approached for funds to replenish supplies in the spring. A \$250 stipend was approved for Kate.

Next Meeting - The next board meeting is scheduled for October 9th at 7:00 p.m. in the school library.

The meeting adjourned at 9:30 p.m.